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Strategic Plan Initiatives

- Athlete Development – Sport Performance – Training & Competition
 - BC athletes met objectives for medals won at Canadian Road and Cross Country Championships.
 - Ten bids were received and evaluated for the five BC road championships for 2018 & 2019. The successful bids were:
 - 5K Championship – BMO St Patrick’s Day 5K
 - 8K Championship – Steveston Icebreaker 8K
 - 10K Championship – TC10K
 - Half Marathon Championship – GoodLife Fitness Victoria Marathon
 - Marathon Championship – BMO Vancouver Marathon
 - The Canadian Cross Country Championships for 2019 and 2020 have been awarded to Abbotsford.
- Athlete Development – Sport Performance – Talent ID & Outreach
 - BC Athletics had a presence at the BC High School Cross Country Championships, attending the AGM, and distributing information packages highlighting opportunities for school membership, coach education, and athlete competition.
 - Results of the BC High School Cross Country Championships were analysed, and top-50 finishers who are not members of BC Athletics were identified and communicated to clubs.
- Competition – Competitions
 - 2017 has been a challenging year for event directors. A number of events were impacted by snow, floods, forest fires and smoke, causing cancellations, postponements, and relocations.
 - Overall participation is down about 5% compared to 2016. Larger events account for most of that decline. The trend is towards cheaper, no frills events, often held in parks that avoid the costs of controlling traffic. Smaller road races, that make up our regional road running series, and have been revenue generating events for many of our clubs, are the ones most impacted by this trend.
 - One race remains in the 2017 BC Super Series. Highlights include:
 - To date 10 races have recorded 54,292 finishers, and 49,526 unique individuals.
 - 211 individuals have run 4 or more of the races so far, to be eligible for series awards.
 - 6 of our London World Championship team and 2 Paralympians, took part in at least one of the series races.
 - The series events will collectively donate over \$1,000,000 to charity.
 - The Whistler 50 event continues to receive support from the RMOW Festivals, Events & Animation program.
- Organization Capacity – Communications
 - Approximately quarterly communication sent to BC race directors with information highlighting subjects like industry trends, publically available resources, Championship hosting opportunities, doping control, air quality and heat guidelines, event cancellation guidelines, accommodating para-athletes in events, grant opportunities, the AC Summit, etc.
 - AC hosted a Race Directors Summit in Ottawa in May in conjunction with the Ottawa Race Weekend and Canadian Marathon Championship. Four BC delegates attended, one subsidized by BCA. Attendance was poor, and AC are looking to holding more regional summits in the future.

- Organization Capacity – Recognition
 - Athletes/coaches are encouraged to submit 5K, 8K, 10K, Half and Full Marathon performances for inclusion in the AC rankings, particularly when set out of province.

- Organizational Capacity - Marketing
 - BC Athletics had a booth at the Vancouver Sun Run, TC10K, BMO Vancouver Marathon, Scotiabank Vancouver Half Marathon, Under Armour Eastside 10K and GoodLife Fitness Victoria Marathon expos, as well as a presence at many smaller events.
 - New Whistler 50 banners were purchased.
 - BC Athletics logoed tape has been used at multiple events to promote BCA and as finish tape.

Annual Review

Sanctioned Events

2017 Review

	Events in BC		Finishers (approx)	
	2016	2017	2016	2017
Sanctioned, Timed Road Events	100		117,500	
Sanctioned, Timed XC/Trail Events	45		9,500	
Unsanctioned, Timed Road Events	70		25,500	
Unsanctioned, Timed XC/Trail Events*	90		19,500	
Unsanctioned, Timed Park Runs	30		1,500	
Total Timed Events	335		173,500	
Unsanctioned, Untimed Charity Runs/Walks	100+		50,000+	

* Does not include school competitions, or novelty / obstacle course competitions.

Observations

- Events may include races at multiple distances.
- The distinction between road races and off-road events (cross country, trail, mountain running) is increasingly blurred, as more events are held in parks and on dykes that may include a combination of surface types.
- Although only 45% of events are sanctioned, almost 75% of participants are taking part in sanctioned events.
- The Vancouver Sun Run 10K remains the largest single race in Canada (32,500 finishers in 2017), but has been surpassed by Ottawa Race Weekend as the largest event in Canada.
- The Emperor's Challenge in Tumbler Ridge remains BC's largest off-road race (1,100 entries).

BCs Largest Events (by recorded finishers)

2017 Review

	2016		2017	
	Event	Finishers	Event	Finishers
1	Vancouver Sun Run 10K	35,033	Vancouver Sun Run 10K	32,586
2	BMO Vancouver Marathon, Relay, Half Marathon & 8K	13,237	BMO Vancouver Marathon, Relay, Half Marathon & 8K	12,635
3	Oasis Rock 'n' Roll Half Marathon & 10K	8,339		
4	Sea Wheeze Half Marathon	8,203	Sea Wheeze Half Marathon	9,774
5	TC10K	7,272	TC10K	6,832
6	Goodlife Fitness Victoria Marathon, Half Marathon & 8K	6,318	Goodlife Fitness Victoria Marathon, Half Marathon & 8K	
7	Scotiabank Vancouver Half Marathon & 5K	5,343	Scotiabank Vancouver Half Marathon & 5K	5,654
8	Run for Water Half Marathon, 10K & 5K*	2,749	Run for Water Half Marathon, 10K & 5K*	2,801
9	Fall Classic Half Marathon, 10K, 5K*	2,383	Fall Classic Half Marathon, 10K, 5K*	
10	Boogie the Bridge Half Marathon, 10K & 5K*	2,172	Boogie the Bridge Half Marathon, 10K & 5K*	2,249
	Total	91,049	Total	

* Not sanctioned.

Race Series

2017 Review

Series	# Events		# Finishers	
	2016	2017	2016	2016
Provincial Road Running	12	11*	61,543	54,292**
Lower Mainland Road Running	11	9	9,862	8,971
Vancouver Island Road Running	7	8	3,107	2,923
Interior Road Running	9	8*	1,348	828
Lower Mainland Cross Country	9	9	1,760	
Interior Cross Country	5	5	606	

* One event cancelled.

** One event remaining.

Observations

- All road series saw a decline in participation in 2017. Reflective of the inclination of most participants to be less motivated by competitive and more by participation.

BC Championships

2017 Review

Road Running Championships were held at the 5K (St Patrick's Day, Vancouver), 8K (Midsummer, Kelowna), 10K (Eastside, Vancouver), Half Marathon (BMO Vancouver) and Full Marathon (Victoria) distances.

Road Championships participation:

	Jnr M		Jnr F		Snr M		Snr F		Mst M		Mst F	
	2016	2017	2016	2017	2016	2017	2016	2017	2016	2017	2016	2017
5K	5	7	5	3	26	28	17	23	32	25	22	15
8K	1	2	0	0	2	3	1	2	11	9	11	4
10K	0	1	0	0	20	22	16	13	37	21	18	13
Half	1	0	1	0	4	9	5	14	22	20	10	10
Mar	0		0		2		6		10		7	
Total	7	10	6	3	54	62	45	52	112	75	68	42

Cross Country Championships will be held for all age groups in Abbotsford.

Cross Country Championships participation:

Age Group	Male		Female	
	2016	2017	2016	2017
9 year olds	19		24	
10 year olds	20		18	
11 year olds	18		18	
12 year olds	16		14	
13 year olds	17		12	
Midgets	32		29	
Youth	54		30	
Junior*	26		23	
Senior	42		30	
Master	30		17	
Total	272		217	

* Some Youths ran up in the Junior race.

Observations

- Participation in the road championships was up in the Senior categories, but down in the Masters. One Championship remains to be contested.
- Few Juniors contest the road running championships because at that age most are enrolled at university and only compete in T&F and Cross Country.
- The hosts for the 2018 BC Road Running Championships will be:
 - 5K Championship – BMO St Patrick's Day 5K
 - 8K Championship – Steveston Icebreaker 8K
 - 10K Championship – TC10K
 - Half Marathon Championship – GoodLife Fitness Victoria Marathon
 - Marathon Championship – BMO Vancouver Marathon
- Participation in the BC Cross Country Championships in Nanaimo was significantly up across all ages, to the highest since 2008. The schedule changes implemented in 2015, coupled with a well organized event in an easily accessible location had a positive impact. Hopefully that trend will continue in Abbotsford in 2017 & 2018.

National Championships

2017 Review

Championship	Top 10 Men	Top 10 Women
5K Championship	1 st individual	9 th , 10 th individual
10K Road	2 nd individual	1 st , 2 nd , 7 th , 9 th individual
Half Marathon	2 nd , 3 rd individual	None
Marathon		
Youth Cross Country		
Junior Cross Country		
Senior Cross Country		
Masters Cross Country		
Junior Mountain Running	1 st , 2 nd , 3 rd , 4 th , 5 th individual	1 st , 2 nd , 4 th individual
Senior Mountain Running	5 th , 8 th individual	2 nd , 3 rd , 6 th , 9 th individual
Total Individual Medals Won	2016: 19/60 (32%)	2017:

Observations

- Six road running championship medals won, with one championship remaining.
- The 10K and Half Marathon Championships were on the same weekend, and will remain so for one more year.
- Our Junior mountain runners were dominant.

International Representation

2017 Review

Event	Canadian Team Size M/F	BC Athletes on the Team M/F
NACAC Cross Country Championships	11/11	1/2
World Cross Country Championships	11/12	1/2
NACAC 10K Championship	2/2	1/1
World Mountain Running Championships	8/7	4/5
IAAF World Championships Marathon	2/3	0/1
Francophone Games Marathon	0/0	0/0
FISU Half Marathon	1/0	0/0
2016 Total	70	18 (26%)
2017 Total	45	13 (29%)

Observations

- Maintained our overall representation on national teams between 25 – 30%. In large part due to strong representation on the Mountain Running team.

Road Rankings / Quality Performances

<http://athletics.ca/calendar-rankings/rankings/>. Select 2017, Outdoor, BC, Open, Road Running.

2017 Review

2016

Distance	Male			Female		
	Top 3	Top 10	Top 25	Top 3	Top 10	Top 25
5K	14:33	15:15	16:14	16:44	17:28	18:53
8K	23:56	25:29	28:37	28:00	29:56	34:30
10K	30:26	31:26	32:46	34:38	36:00	38:42
Half	1:07:02	1:12:55		1:16:03	1:21:34	
Marathon	2:29:00	2:51:23		2:41:06	3:14:32	

2017

Distance	Male			Female		
	Top 3	Top 10	Top 25	Top 3	Top 10	Top 25
5K						
8K						
10K						
Half						
Marathon						

* 2017 season incomplete.

Observations

- Too soon to draw any conclusions, as the fall season is just underway.
- Athletes/coaches are encouraged to submit performances for inclusion in the rankings, particularly when set out of province.

BC High Performance Opportunities

2017 Review

The most competitive BC road races, using a competitive measurement that scores the top 20 male and female performances:

	2016		2017	
	Event	Competitiveness	Event	Competitiveness
1	Vancouver Sun Run 10K	35,597	Vancouver Sun Run 10K	35,075
2	BMO St Patrick's Day 5K	34,012	BMO St Patrick's Day 5K	34,122
3	Vancouver Eastside 10K	33,768	Vancouver Eastside 10K	33,433
4	TC10K	33,314	BMO Vancouver Half Marathon	33,332
5	"First Half" Half Marathon	33,189	TC10K	32,930
6	BMO Vancouver Half Marathon	33,104	Harriers Pioneer 8K	32,083
7	Bazan Bay 5K	32,292	Bazan Bay 5K	31,936
8	Harriers Pioneer 8K	32,176	West Van Run 5K	31,768
9	Scotiabank Vancouver Half Marathon	31,996	Scotiabank Vancouver Half Marathon	31,659
10	GFVM Victoria Half Marathon	31,449	Summerfast 10K	31,407
	Average	33,090	Average	32,775

Observations

- The season is incomplete, so the top 10 races will likely change before the end of the year.

Membership

2017 Review

Although difficult to identify all off-track members in the database, in common with all membership types there was little change over 2015. Approximately 25% of the BCA membership (1600 members) are predominantly road, cross country, or trail runners. Approximately 60% of these are Training members, 12% are recreational (Road & Trail), and 28% are competitive (Masters, Seniors, and younger age groups).

Observations

- Clubs continue to struggle to find volunteers to coordinate club activities and oversee operations, making the succession of clubs and events challenging.
- The nature of running clubs is moving away from traditional membership based clubs, to more casual meet-ups organized by run crews, outdoor stores, specialty running stores, and event organizers.

Road Course Certification

2017 Review

11 courses (+ 1 calibration course) have been certified either for the first time or were recertified so far in 2017. 8 active measurers (6 in 2016).

	Sanctioned		Unsanctioned		Total	
	2016	2017	2016	2017	2016	2017
Active certified courses	70	72	32	33	102	105

*Note, some events include races at multiple distances.

Events Attended and Planned in 2017

- Harriers Pioneer 8K
- West Van Run 5K
- St Patrick's Day 5K (incorporating the BC Championship)
- Vancouver Sun Run & Expo
- TC10K & Expo
- BMO Vancouver Marathon (inc BC Half Marathon Championship) & Expo
- Longest Day Road Race
- Scotiabank Vancouver Half Marathon & Expo
- Midsummer 8K (inc BC 8K Championship)
- Summerfast 10K
- Eastside 10K (inc. BC 10K Championships) & Expo
- Goodlife Fitness Victoria Marathon (inc BC Marathon Championship) & Expo
- Whistler 50 Relay & Ultra
- BC Cross Country Championships
- BC High Schools Cross Country Championships
- USports Cross Country Championships
- BCA AGM & Meetings
- BCA Road Running Committee Meetings (x3)
- BCA Cross Country Committee Meetings (x1)
- AC AGM & Meetings
- AC Race Director Summit
- VIRA AGM
- IRA Meeting